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ABSTRACT

This book looks at the way corporate cultures is encroaching on children's lives. It explores three myths prevalent in society: (1) that the triumph of democracy is equal to the triumph of the market; (2) that children are unaffected by power and politics; and (3) that teaching and learning are no longer linked to improving the world. The book paints a disturbing picture of the world surrounding U.S. children and turns to the work of Antonio Gramsci, Paulo Freire, and Stuart Hall for lessons about how people can foster a more realistic and healthy childhood for their children. Following an introduction, "Childhood Innocence and the Politics of Corporate Culture," chapters are: (1) "Nymphet Fantasies: Child Beauty Pageants and the Politics of Innocence"; (2) "Heroin Chic and the Politics of Seduction"; (3) "Kids for Sale: Corporate Culture and the Challenge of Public Schooling"; (4) "Radical Education and Culture in the Work of Antonio Gramsci"; (5) "Paulo Freire, Prophetic Thought, and the Politics of Hope"; and (6) "Stuart Hall and the Politics of Education." Chapters include notes. (BT)

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